Chapter 10
Synergizing Efficiency and Customer Delight on Empowering Business With Enterprise Applications

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ABSTRACT

Enterprise applications have never been more important in an era where organizations thrive on efficiency and consumer happiness. This chapter is an enthralling voyage into the world of cutting-edge technology in which the authors investigate the revolutionary power of enterprise applications and their significant impact on modern enterprises. They delve into the dense web of corporate applications that serve as the backbone of enterprises, fueling growth and fostering innovation. These applications are intended to optimize procedures, streamline operations, and improve cross-departmental communication, allowing firms to function at maximum efficiency while maintaining a laser-like focus on customer satisfaction. They show how, in an ever-changing technological context, enterprise applications have developed from traditional software tools to agile, intelligent, and integrated solutions. The alternatives are endless, from enterprise resource planning (ERP) systems to customer relationship management (CRM) platforms.

DOI: 10.4018/979-8-3693-2193-5.ch010

1. INTRODUCTION

An enterprise business system, which is also frequently referred to as an enterprise business solution (EBS), is a software application that is both comprehensive and integrated, and it provides support for and automates a variety of business processes throughout an entire firm (Arslan et al., 2021). It performs the function of a centralised data and information hub, making it possible for the company's many departments and operations to communicate and work together without any difficulty (Al-Maaitah et al., 2021a). Enterprise business systems are designed to streamline processes, boost efficiency, and enhance decision-making (Al-Maaitah et al., 2021b). They do this by offering real-time insights and data-driven analysis (Davenport & Harris, 2007). These systems frequently consist of a number of modules or applications that cater to specific functional areas such as finance, personnel resources, sales, inventory management, supply chain management, customer relationship management, and others (Balas-Timar, 2015). These modules and applications are often referred to collectively as a "solution."

Enterprise Business Systems, often known as EBS, are complex and comprehensive software systems that are used to support and automate a variety of business processes that are carried out within an organisation (Balas-Timar & Ignat, 2015). When you have a firm grasp of the fundamental ideas of EBS, you will have a solid foundation for comprehending the operation of these systems (Batool et al., 2023). The following are some fundamental ideas pertaining to enterprise business systems (Buttle, 2016): The EBS system integrates data and processes across the various departments and functions of an organisation (Chopra & Meindl, 2019). It prevents data silos and encourages smooth communication across modules, which ultimately results in a unified perspective of the entire organisation (Gupta, 2019). Integration is a crucial component of EBS due to the fact that it enables the transmission of data in real time and enhances the level of collaboration that can occur between the various teams (Demeter et al., 2021).

The Enterprise Business System (EBS) is composed of a variety of modules or applications, each of which fulfils a specific function for a company (Gupta, 2021a). These modules can function independently or as a component of a bigger system depending on your needs. Because modularity enables businesses to choose and configure only the functionalities they need, it enables a greater degree of flexibility in the deployment of EBS. EBS brings together information from a variety of sources and stores it in a single repository (Gupta, 2021b). The centralised storage of data ensures that the data is consistent and provides a reliable source of information from which decisions may be made (Dumas et al., 2018). The data repository acts as the basis for providing reports, analytics, and insights to various parts of the organisation (Khan et al., 2023). EBS systems are designed to accommodate both the expansion and the shifting requirements of an organisation (Gupta, 2022). As the company expands, they are able to manage growing data quantities, user requirements, and additional functionalities (fig.1).

EBS provides real-time reporting and analytical capabilities (Rad & Demeter, 2020). Users can access up-to-date information and generate reports on numerous parts of the business, improving data-driven decision-making (Kavanagh et al., 2017). EBS automates common and repetitive activities, eliminating manual intervention and the chance of error (Kumar & Reinartz, 2016).

Automating workflows inside a company helps to optimise business operations, which in turn boosts efficiency and saves both time and resources (fig.2) (Ogunmola et al., 2021). EBS implements a number of severe security procedures to protect critical corporate data from being accessed inappropriately and from cyber threats (Mohsan et al., 2022). Users will only be able to access the functionality and data that they need if they have been assigned the correct permissions, and role-based access controls ensure that this happens (Laudon & Laudon, 2020).